

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 3, 1998

RJR Account #332400
Mr. F. Kowalski
KEYCO DISTRIBUTING

MARCH: WINSTON B2G1F / PROMOTION #800115

Dear Frank:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as 30 skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is not 'pre-sleeved' product.)

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	#/ Cases LIVE	LIVE UPC Code
FF Box	<u>1</u>	12300-11226	<u>1 (12M)</u>	12300-11212
Light Box	<u>2</u>	12300-11926	<u>1 (6M)</u>	12300-11906
Ult Lt Box	<u>1</u>	12300-70326	<u>1 (6M)</u>	12300-70306

Product / Premium Arrival:

February 23, 1998

Ship Date to Retail:

Week of: March 9, 1998

DISPLAY DETAIL (#538994)

SKU CUBE :

1.6700

SKU WT (w/o Product):

4.5000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$2,095.07

PARTNERS 'BONUS' REPORTING DESCRIPTION

'WIN MAR B2G1F'

51845 9487

-2-
B1G1F
KEYCO DISTRIBUTING

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:

*** 4 CARTONS:**

2 WINSTON LT BOX

1 WINSTON FF BOX

1 WINSTON ULT LT BOX

EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **\$28.00 (2 (12M) case(s) @ \$28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: J. McLean

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

MARCAMB2.DOC

51845 9488

WHOLESALE : 332400 KEYCO DISTRIBUTORS, INC. <DIRECT>
TEMPLATE : 800115 80300 WIN MAR B2G1F
TEMPLATE SEQ : 0038
SALES LEVEL : 16XXXX

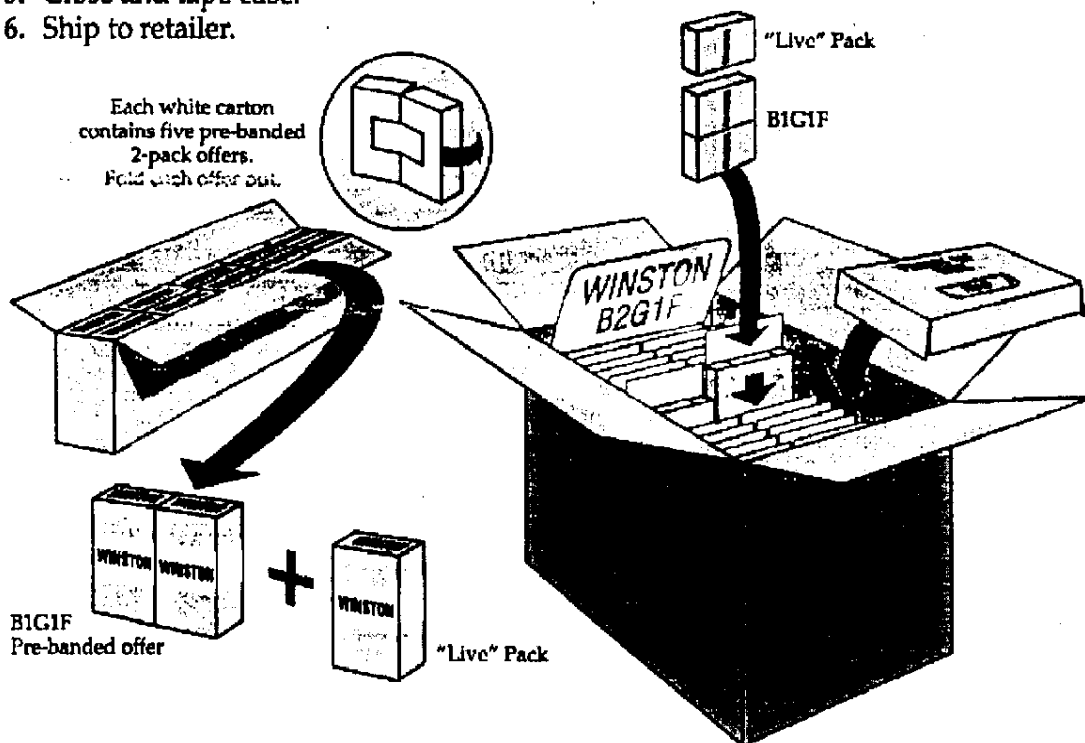
TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162208	162224	182302	HESS MARKET	ROUTE 487	ORANGEVILLE	PA	17859	1			29160	(717)683-5737
162208	162220	185099	COOKS STORE	22 LEHMAN CENTER	LEHMAN	PA	18627	1				(717)675-2811
162208	162220	185382	MIDWAY BEVERAGE	MIDWAY S C	WYOMING	PA	18644	1				(717)693-3395
162208	162220	247618	BONANZA BEVERAGE	MEMORIAL HIGHWAY	DALLAS	PA	18612	1				(717)675-8411
162208	162222	380071	WILBURN COUNTRY STO	RR 2 BOX 60	FALLS	PA	18615	1				(717)388-6700
162208	162224	775729	FINNS NEWS AGENCY	9E MAIN ST	BLOOMSBURG	PA	17815	1				(717)387-0710
162208	162222	777376	COOLBAUGHS	RR 1 BOX 203	PITTSTON	PA	18643	1			20055	(717)388-6558
162208	162220	875309	S&J GROCERY & DELI	48 ASHLEY ST	ASHLEY	PA	18706	1				(717)829-8188
162208		185371	MALTBY DRUG	668 MAIN ST	SWOYERSVILLE	PA	18704	1				(717)287-7724
162208	162220	502069	ELLIS BEER DISTRIBU	499-501 HAZLE STR	WILKES BARRE	PA	18702	1				(717)822-2166
162208		590051	HAGGERTY'S SERV STA	63 MAIN ST	PITTSTON	PA	18640	1				(717)654-1992
162208		667071	VITALES DISCOUNT	336 S HANOVER ST	NANTICOKE	PA	18634	1				(717)735-8744
162208	162220	685011	DEMUNDSMEATS&MOREIN	2116 LOWER DEMUND	DALLAS	PA	18612	1				(717)675-4647
162208	162220	710268	WYCHOCKS BEVERAGE	730 W-B TWP BLVD	WILKES BARRE	PA	18702	1				(717)823-5729
162208	162220	758253	FETCH'S FOOD STORE	2010 WYOMING AVE	WYOMING	PA	18644	1				
162208	162220	777512	FETCHS FOOD STORE	500 E MAIN ST	PLYMOUTH	PA	18651	1				(717)288-7914
173804	173845	775531	FUN SHOP	103 W INDEPENDENC	SHAMOKIN	PA	17872	2			332400	(717)648-4821
173806	173820	499689	Q STOP, INC.	R.D. #1	HAZLETON	PA	18201	1				(717)459-2414
173806	173824	711846	FRACKVILLE NEWS	31 S LEHIGH ST	FRACKVILLE	PA	17931	3			25510	(717)874-0850
173806	173820	183940	SHARPS NEWS INC	2 E RIDGE ST	LANSFORD	PA	18232	1			46270	(717)645-4616

PAGE BREAK TOTAL ACCOUNTS 20 TOTAL QUANTITY 23

TEMPLATE TOTAL ACCOUNTS 20 TOTAL QUANTITY 23

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR.'98****March WINSTON B2G1F***(Buy 2 Packs Get 1 Free)***STEPS**

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston UL Lt. Box.
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.

**Item: # 538994****Promotion Reporting Description: WIN MAR B2G1F**

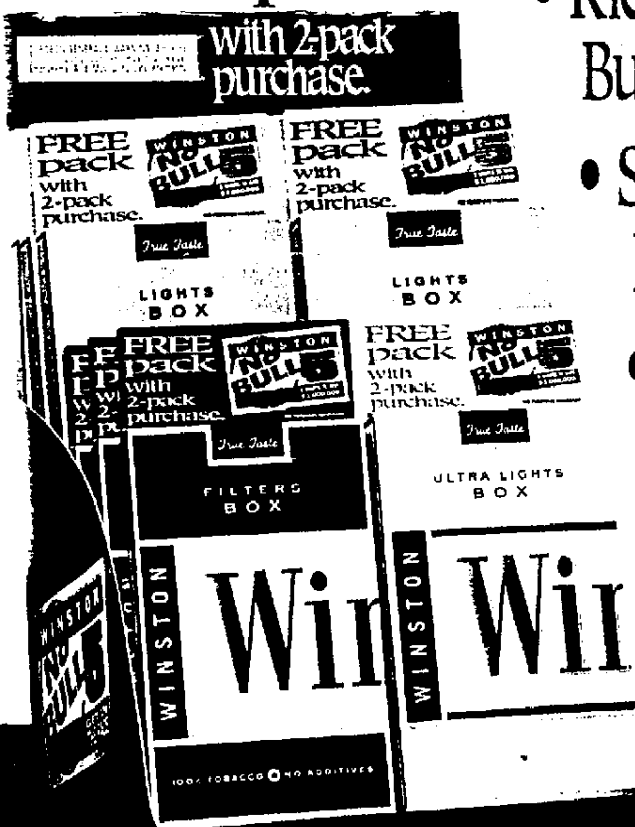
Brand Style	LT BOX	FF BOX	UL LT BOX			
Number of Cartons	2	1	1			

51845 9490

FREE pack with 2-pack purchase

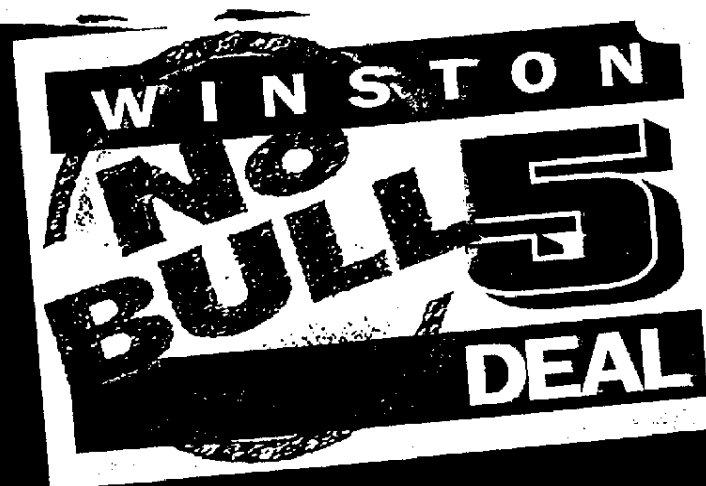
Smoke this
FREE pack

with 2-pack
purchase.



Winston

- Kick off March with this offer:
Buy 2 packs. Get one free.
- Special packaging in Full Flavor,
Lights and Ultra Lights Box Styles.
- Dramatic counter display
and poster.
- Another No Bull 5 way to
build traffic.



51845 9491